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July 13, 1999

Dockets Management Branch (HFA-305)  
Food and Drug Administration  
5630 Fishers Lane, Room 1061  
Rockville, MD 20852

Re: Docket # 98N-1038

To Whom it May Concern:

I just read that the FDA is considering allowing food producers who irradiate their products to label them as "cold pasteurized," not irradiated. I understand that the FDA has determined that radiation is safe in food consumed by humans. Nevertheless, I have concerns about the practice of allowing misleading labeling which might not give consumers the opportunity to choose products based on full information.

Regardless of whether the FDA has determined that the practice of irradiating food is safe, some of us might not want to buy such food. For myself, I usually try to avoid preservatives, additives, artificial colors and flavors, MSG, etc. I try to eat natural whole foods that are full of all the nutrients promised by nature. I would not buy a product if it were labeled "irradiated" – *but this is the point isn't it? Companies want to avoid labeling because they know it would scare people away from their products.* I say, so be it. Americans demand truth in advertising and they voice their opinions with their pocketbook. The FDA shouldn't be trying to help the industry slip one over on the public. *Please require full disclosure on the labeling of these irradiated products – and any other product, for that matter!*

Sincerely,



Heather Gramp, M.P.H.  
26 Sea Drift Lane  
Trinidad, CA 95570

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CY202

26 San. Dist  
Trinidad CA 95570



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